

# YouGov / Commonwealth Survey Results

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Vote in 2024 GE					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2032</b>	366	522	187	219	670	440	165	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697	
<b>Unweighted Sample</b>	<b>2032</b>	299	592	234	289	674	504	191	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent would you personally support or oppose a policy to create 'GB Energy' - a publicly owned energy company which supports the transition to renewable energy and clean power technologies?

[Asked to a random half of the sample; n=1060]

Strongly support	28	12	48	37	18	13	54	39	39	19	32	25	40	32	29	17	31	25	28	35	28	26	27	38	27
Somewhat support	34	32	33	41	27	32	28	46	36	32	35	34	37	36	33	32	34	35	36	26	25	35	39	28	38
<b>TOTAL SUPPORT</b>	<b>62</b>	<b>44</b>	<b>81</b>	<b>78</b>	<b>45</b>	<b>45</b>	<b>82</b>	<b>85</b>	<b>75</b>	<b>51</b>	<b>67</b>	<b>59</b>	<b>77</b>	<b>68</b>	<b>62</b>	<b>49</b>	<b>65</b>	<b>60</b>	<b>64</b>	<b>61</b>	<b>53</b>	<b>61</b>	<b>66</b>	<b>66</b>	<b>65</b>
Neither support nor oppose	15	19	14	11	22	22	9	7	12	19	13	17	5	14	15	22	13	18	14	15	23	19	14	16	11
Somewhat oppose	5	15	0	4	10	12	0	2	4	8	5	5	2	3	6	8	5	5	5	7	2	3	6	3	7
Strongly oppose	6	15	0	0	18	13	1	1	2	13	9	4	5	2	8	12	6	7	7	2	7	6	7	6	7
<b>TOTAL OPPOSE</b>	<b>11</b>	<b>30</b>	<b>0</b>	<b>4</b>	<b>28</b>	<b>25</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>21</b>	<b>14</b>	<b>9</b>	<b>7</b>	<b>5</b>	<b>14</b>	<b>20</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>13</b>	<b>9</b>	<b>14</b>
Don't know	11	8	5	6	5	8	7	5	8	9	7	14	12	13	9	9	11	10	10	15	16	12	7	9	10

To what extent would you personally support or oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies?

[Asked to a random half of the sample; n=972]

Strongly support	33	9	54	51	15	21	55	47	48	26	36	31	32	37	34	27	38	28	34	31	34	36	27	41	33
Somewhat support	31	25	32	31	28	26	33	32	30	26	29	33	35	33	28	27	31	31	31	28	29	30	33	28	32
<b>TOTAL SUPPORT</b>	<b>64</b>	<b>34</b>	<b>86</b>	<b>82</b>	<b>43</b>	<b>47</b>	<b>88</b>	<b>79</b>	<b>78</b>	<b>52</b>	<b>65</b>	<b>64</b>	<b>67</b>	<b>70</b>	<b>62</b>	<b>54</b>	<b>69</b>	<b>59</b>	<b>65</b>	<b>59</b>	<b>63</b>	<b>66</b>	<b>60</b>	<b>69</b>	<b>65</b>
Neither support nor oppose	16	32	7	12	21	26	4	15	11	21	15	17	9	13	20	22	14	18	16	18	11	15	18	19	16
Somewhat oppose	5	16	1	1	8	10	0	2	2	9	7	4	7	2	4	11	6	4	5	2	7	5	8	6	3
Strongly oppose	5	13	1	2	18	11	0	2	1	12	9	2	0	4	7	8	5	6	5	7	5	4	6	5	5
<b>TOTAL OPPOSE</b>	<b>10</b>	<b>29</b>	<b>2</b>	<b>3</b>	<b>26</b>	<b>21</b>	<b>0</b>	<b>4</b>	<b>3</b>	<b>21</b>	<b>16</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>19</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>14</b>	<b>11</b>	<b>8</b>
Don't know	9	7	5	3	9	6	7	2	8	6	4	14	17	10	8	6	7	13	8	16	14	9	8	2	10

What impact, if any, do you personally expect GB Energy to have on your energy bills in the next...

...Twelve months?

Increase my bills a lot	11	13	4	5	24	16	5	6	6	17	12	10	9	7	12	17	9	14	11	11	7	10	13	12	11
Increase my bills a little	19	27	14	15	24	23	13	16	16	21	18	20	21	17	18	23	19	19	20	17	13	20	20	17	20
<b>TOTAL INCREASE BILLS</b>	<b>30</b>	<b>40</b>	<b>18</b>	<b>20</b>	<b>48</b>	<b>39</b>	<b>18</b>	<b>22</b>	<b>22</b>	<b>38</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>24</b>	<b>30</b>	<b>40</b>	<b>28</b>	<b>33</b>	<b>31</b>	<b>28</b>	<b>20</b>	<b>30</b>	<b>33</b>	<b>29</b>	<b>31</b>
No impact	36	33	44	44	30	35	43	45	43	34	42	30	31	36	40	32	38	32	35	34	43	35	33	34	36
Decrease my bills a little	10	8	13	14	4	6	14	11	11	8	10	9	11	12	9	7	11	8	9	10	11	8	9	14	9
Decrease my bills a lot	2	0	2	0	3	1	2	0	1	1	2	2	2	2	1	1	2	2	2	3	1	1	3	1	2
<b>TOTAL DECREASE BILLS</b>	<b>12</b>	<b>8</b>	<b>15</b>	<b>14</b>	<b>7</b>	<b>7</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>14</b>	<b>10</b>	<b>8</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>15</b>	<b>11</b>
Don't know	23	19	23	21	15	19	23	21	22	18	17	29	26	27	20	20	23	24	23	25	26	25	22	22	23

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Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Split		Gross household income							
	Saw 'GB Energy'	Did not see 'GB Energy'	Under £20,000	£20,000 to £29,999 per year	£30,000 to £39,999 per year	£40,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 and over
<b>Weighted Sample 2032</b>	1089	943	327	258	238	174	118	107	181	111
<b>Unweighted Sample 2032</b>	1060	972	316	268	248	176	135	119	184	110
	%	%	%	%	%	%	%	%	%	%

To what extent would you personally support or oppose a policy to create 'GB Energy' - a publicly owned energy company which supports the transition to renewable energy and clean power technologies?

[Asked to a random half of the sample; n=1060]

Strongly support	28	0	27	25	22	35	30	39	37	37
Somewhat support	34	0	30	36	40	41	36	29	35	29
<b>TOTAL SUPPORT</b>	<b>62</b>	<b>0</b>	<b>57</b>	<b>61</b>	<b>62</b>	<b>76</b>	<b>66</b>	<b>68</b>	<b>72</b>	<b>66</b>
Neither support nor oppose	15	0	19	14	15	13	7	16	12	15
Somewhat oppose	5	0	2	6	5	1	13	9	5	2
Strongly oppose	6	0	10	7	4	4	8	2	2	9
<b>TOTAL OPPOSE</b>	<b>11</b>	<b>0</b>	<b>12</b>	<b>13</b>	<b>9</b>	<b>5</b>	<b>21</b>	<b>11</b>	<b>7</b>	<b>11</b>
Don't know	11	0	12	12	15	6	6	4	9	9

To what extent would you personally support or oppose a policy to create a publicly owned energy company which supports the transition to renewable energy and clean power technologies?

[Asked to a random half of the sample; n=972]

Strongly support	33	0	33	26	32	39	31	45	49	35	42
Somewhat support	31	0	31	36	38	28	33	33	34	37	31
<b>TOTAL SUPPORT</b>	<b>64</b>	<b>0</b>	<b>64</b>	<b>62</b>	<b>70</b>	<b>67</b>	<b>64</b>	<b>78</b>	<b>83</b>	<b>72</b>	<b>73</b>
Neither support nor oppose	16	0	16	15	10	17	16	9	5	17	16
Somewhat oppose	5	0	5	2	5	4	14	3	7	1	3
Strongly oppose	5	0	5	5	6	6	3	4	2	8	1
<b>TOTAL OPPOSE</b>	<b>10</b>	<b>0</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>17</b>	<b>7</b>	<b>9</b>	<b>9</b>	<b>4</b>
Don't know	9	0	9	16	9	6	4	7	3	3	7

What impact, if any, do you personally expect GB Energy to have on your energy bills in the next...

...Twelve months?

Increase my bills a lot	11	9	13	15	10	11	8	8	9	5	7
Increase my bills a little	19	17	21	21	17	20	23	14	17	17	19
<b>TOTAL INCREASE BILLS</b>	<b>30</b>	<b>26</b>	<b>34</b>	<b>36</b>	<b>27</b>	<b>31</b>	<b>31</b>	<b>22</b>	<b>26</b>	<b>22</b>	<b>26</b>
No impact	36	38	32	34	37	35	39	42	43	46	46
Decrease my bills a little	10	12	7	7	8	11	12	14	12	15	7
Decrease my bills a lot	2	1	2	2	3	2	2	2	2	1	2
<b>TOTAL DECREASE BILLS</b>	<b>12</b>	<b>13</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>13</b>	<b>14</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>9</b>
Don't know	23	23	24	21	25	20	16	21	17	17	20

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Vote in 2024 GE					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2032</b>	366	522	187	219	670	440	165	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697	
<b>Unweighted Sample</b>	<b>2032</b>	299	592	234	289	674	504	191	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>...Five years?</b>																										
Increase my bills a lot	15	26	4	5	34	25	5	11	8	23	15	14	10	9	16	26	13	17	16	10	10	15	19	12	15	
Increase my bills a little	15	17	10	16	16	17	11	14	13	16	15	14	16	11	15	19	14	15	15	20	10	14	12	15	16	
<b>TOTAL INCREASE BILLS</b>	<b>30</b>	<b>43</b>	<b>14</b>	<b>21</b>	<b>50</b>	<b>42</b>	<b>16</b>	<b>25</b>	<b>21</b>	<b>39</b>	<b>30</b>	<b>28</b>	<b>26</b>	<b>20</b>	<b>31</b>	<b>45</b>	<b>27</b>	<b>32</b>	<b>31</b>	<b>30</b>	<b>20</b>	<b>29</b>	<b>31</b>	<b>27</b>	<b>31</b>	
No impact	10	12	10	7	11	12	8	8	10	10	13	7	5	11	12	9	10	10	10	8	15	11	8	15	7	
Decrease my bills a little	28	19	41	41	16	20	43	37	37	23	30	26	33	30	28	22	30	25	28	25	33	27	28	23	29	
Decrease my bills a lot	8	6	12	6	7	5	11	5	10	6	8	8	9	11	7	3	9	7	8	8	7	8	9	11	8	
<b>TOTAL DECREASE BILLS</b>	<b>36</b>	<b>25</b>	<b>53</b>	<b>47</b>	<b>23</b>	<b>25</b>	<b>54</b>	<b>42</b>	<b>47</b>	<b>29</b>	<b>38</b>	<b>34</b>	<b>42</b>	<b>41</b>	<b>35</b>	<b>25</b>	<b>39</b>	<b>32</b>	<b>36</b>	<b>33</b>	<b>40</b>	<b>35</b>	<b>37</b>	<b>34</b>	<b>37</b>	
Don't know	25	20	24	24	16	21	22	26	22	21	18	31	28	28	22	21	24	26	24	29	26	24	23	24	25	
<b>...Ten years?</b>																										
Increase my bills a lot	16	27	4	6	35	26	7	10	9	24	18	15	15	11	16	27	14	20	17	12	11	19	20	13	16	
Increase my bills a little	9	13	7	9	10	11	6	9	9	10	9	9	5	7	10	14	10	8	10	8	4	10	7	9	11	
<b>TOTAL INCREASE BILLS</b>	<b>25</b>	<b>40</b>	<b>11</b>	<b>15</b>	<b>45</b>	<b>37</b>	<b>13</b>	<b>19</b>	<b>18</b>	<b>34</b>	<b>27</b>	<b>24</b>	<b>20</b>	<b>18</b>	<b>26</b>	<b>41</b>	<b>24</b>	<b>28</b>	<b>27</b>	<b>20</b>	<b>15</b>	<b>29</b>	<b>27</b>	<b>22</b>	<b>27</b>	
No impact	8	10	7	4	11	11	5	6	7	10	10	6	5	9	10	6	7	9	7	7	15	8	8	9	6	
Decrease my bills a little	17	13	22	29	14	13	24	29	23	15	19	16	14	17	19	16	18	15	17	17	19	14	21	15	17	
Decrease my bills a lot	23	13	34	27	12	14	34	21	28	17	25	22	33	28	22	12	25	21	23	22	25	24	19	28	23	
<b>TOTAL DECREASE BILLS</b>	<b>40</b>	<b>26</b>	<b>56</b>	<b>56</b>	<b>26</b>	<b>27</b>	<b>58</b>	<b>50</b>	<b>51</b>	<b>32</b>	<b>44</b>	<b>38</b>	<b>47</b>	<b>45</b>	<b>41</b>	<b>28</b>	<b>43</b>	<b>36</b>	<b>40</b>	<b>39</b>	<b>44</b>	<b>38</b>	<b>40</b>	<b>43</b>	<b>40</b>	
Don't know	26	24	24	24	18	23	23	26	23	23	19	32	29	29	23	24	26	26	26	34	26	25	25	25	27	

To the best of your own knowledge, and as far as you understand, which of the following do you feel BEST describes 'GB Energy'?

A state-owned owned energy company that I can purchase energy from to supply my home	11	12	10	9	14	11	12	10	11	13	13	9	7	10	11	12	11	11	11	9	9	11	12	9	11
A state-owned owned energy company which builds, owns and operates renewable energy sources	28	23	36	35	25	25	33	37	31	25	31	25	30	28	25	29	28	27	28	31	28	26	27	34	27
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	13	13	15	18	11	13	17	16	17	10	16	10	11	14	15	10	14	12	13	8	14	12	15	14	13
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	9	11	9	10	8	11	9	8	10	9	10	7	9	7	10	10	10	8	9	10	10	8	9	9	9
None of these	4	6	1	2	10	5	1	0	2	6	5	3	4	2	5	4	4	4	4	3	5	3	5	4	3
Don't know	36	34	28	26	33	34	28	27	29	36	25	47	38	38	33	35	34	39	36	40	35	40	32	30	38

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	Total	Split		Gross household income							
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<b>Weighted Sample 2032</b>	1089	943	327	258	238	174	118	107	181	111	
<b>Unweighted Sample 2032</b>	1060	972	316	268	248	176	135	119	184	110	
	%	%	%	%	%	%	%	%	%	%	
<b>...Five years?</b>											
Increase my bills a lot	15	13	17	19	16	13	12	16	7	7	9
Increase my bills a little	15	12	18	19	14	16	16	9	19	14	13
<b>TOTAL INCREASE BILLS</b>	<b>30</b>	<b>25</b>	<b>35</b>	<b>38</b>	<b>30</b>	<b>29</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>21</b>	<b>22</b>
No impact	10	9	11	10	12	9	6	12	6	14	16
Decrease my bills a little	28	32	23	22	27	35	39	31	40	31	29
Decrease my bills a lot	8	10	7	8	6	6	10	8	8	17	10
<b>TOTAL DECREASE BILLS</b>	<b>36</b>	<b>42</b>	<b>30</b>	<b>30</b>	<b>33</b>	<b>41</b>	<b>49</b>	<b>39</b>	<b>48</b>	<b>48</b>	<b>39</b>
Don't know	25	24	25	22	25	21	16	24	21	16	24
<b>...Ten years?</b>											
Increase my bills a lot	16	14	20	23	16	15	14	16	8	8	10
Increase my bills a little	9	8	11	13	7	6	11	8	12	10	9
<b>TOTAL INCREASE BILLS</b>	<b>25</b>	<b>22</b>	<b>31</b>	<b>36</b>	<b>23</b>	<b>21</b>	<b>25</b>	<b>24</b>	<b>20</b>	<b>18</b>	<b>19</b>
No impact	8	7	9	7	13	10	8	7	4	10	9
Decrease my bills a little	17	18	16	15	18	22	16	17	26	23	16
Decrease my bills a lot	23	28	18	20	21	26	33	28	25	31	30
<b>TOTAL DECREASE BILLS</b>	<b>40</b>	<b>46</b>	<b>34</b>	<b>35</b>	<b>39</b>	<b>48</b>	<b>49</b>	<b>45</b>	<b>51</b>	<b>54</b>	<b>46</b>
Don't know	26	25	27	23	24	22	18	24	25	18	25

To the best of your own knowledge, and as far as you understand, which of the following do you feel BEST describes 'GB Energy'?

A state-owned owned energy company that I can purchase energy from to supply my home	11	12	9	10	12	15	8	13	8	14	6
A state-owned owned energy company which builds, owns and operates renewable energy sources	28	29	27	25	31	29	34	25	38	36	34
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	13	13	13	10	12	11	14	19	19	14	25
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	9	9	8	9	10	10	7	11	6	13	9
None of these	4	3	4	3	4	3	0	3	3	2	4
Don't know	36	34	39	43	32	31	36	29	26	21	22

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Fieldwork: 23rd - 24th July 2024

	Vote in 2024 GE					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
<b>Weighted Sample</b>	<b>2032</b>	366	522	187	219	670	440	165	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697
<b>Unweighted Sample</b>	<b>2032</b>	299	592	234	289	674	504	191	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you could decide how 'GB Energy' was going to be set up, which of the following would you personally MOST want 'GB Energy' to be?

A state-owned owned energy company that I can purchase energy from to supply my home	19	20	20	13	25	20	24	11	19	23	21	18	9	18	24	22	18	21	19	17	21	23	18	16	19
A state-owned owned energy company which builds, owns and operates renewable energy sources	32	19	43	44	23	25	42	49	40	26	34	29	37	34	31	26	33	30	31	34	35	29	36	39	28
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	9	8	11	12	6	8	9	13	10	7	11	6	8	10	8	8	10	6	9	7	6	8	12	9	8
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	9	19	6	13	7	14	5	12	10	10	10	9	13	6	9	15	10	9	10	4	7	8	8	9	13
None of these	7	14	1	3	18	12	1	1	2	13	8	6	4	4	9	11	5	9	7	8	8	6	8	6	6
Don't know	24	20	19	15	22	22	20	13	19	20	16	31	29	28	19	19	23	25	24	31	24	26	18	20	26

And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply  
Would you like it to be...

[Excluding those who said 'None of these' or 'Don't know'; n=1447]

A state-owned owned energy company that I can purchase energy from to supply my home	36	27	41	44	30	29	42	47	41	33	34	38	34	38	35	33	35	37	35	40	40	31	37	42	34
A state-owned owned energy company which builds, owns and operates renewable energy sources	27	24	27	21	26	23	30	20	26	25	30	23	28	28	25	25	25	28	27	24	24	28	26	19	30
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	25	24	27	31	19	22	25	30	26	21	25	25	38	23	26	21	28	20	26	19	19	27	20	23	28
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	27	24	32	34	22	24	29	36	30	22	29	24	34	27	26	24	30	22	27	31	22	26	24	32	28
None of these	6	12	3	2	10	11	4	2	5	8	7	5	9	5	7	6	7	5	6	7	6	6	7	8	5
Don't know	11	10	10	10	10	10	11	8	8	12	8	14	12	12	10	9	9	13	10	10	16	12	11	9	9

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Split		Gross household income							
	Total	Saw 'GB Energy'	Did not see 'GB Energy'	Under £20,000	£20,000 to £29,999 per year	£30,000 to £39,999 per year	£40,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year
<b>Weighted Sample 2032</b>	1089	943	327	258	238	174	118	107	181	111
<b>Unweighted Sample 2032</b>	1060	972	316	268	248	176	135	119	184	110
	%	%	%	%	%	%	%	%	%	%

And if you could decide how 'GB Energy' was going to be set up, which of the following would you personally MOST want 'GB Energy' to be?

A state-owned owned energy company that I can purchase energy from to supply my home	<b>19</b>	21	18	24	19	27	21	18	24	17	15
A state-owned owned energy company which builds, owns and operates renewable energy sources	<b>32</b>	31	32	27	34	34	39	32	40	40	36
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	<b>9</b>	9	8	5	11	6	11	11	10	12	16
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	<b>9</b>	10	9	10	11	6	7	14	9	12	17
None of these	<b>7</b>	6	7	8	4	5	2	8	3	5	6
Don't know	<b>24</b>	23	25	27	22	22	20	18	14	13	10

And are there any other functions that you would personally like to see 'GB Energy' fulfil? Please tick all that apply  
Would you like it to be...

[Excluding those who said 'None of these' or 'Don't know'; n=1447]

A state-owned owned energy company that I can purchase energy from to supply my home	<b>36</b>	34	38	33	30	35	40	42	38	40	32
A state-owned owned energy company which builds, owns and operates renewable energy sources	<b>27</b>	26	27	28	27	28	25	27	26	27	22
A state-owned company which provides investment and incentives for private companies to develop and build renewable energy sources and infrastructure	<b>25</b>	24	26	22	24	21	24	24	30	29	28
A state-owned company which seeks out and encourages private investment to expand Britain's renewable energy sources and infrastructure	<b>27</b>	27	26	22	26	29	31	23	25	33	30
None of these	<b>6</b>	8	4	7	7	6	5	4	4	3	11
Don't know	<b>11</b>	11	10	10	13	9	9	9	10	12	12

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Vote in 2024 GE					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2032</b>	366	522	187	219	670	440	165	716	757	983	1049	213	839	502	477	1158	874	1758	98	177	482	333	246	697	
<b>Unweighted Sample</b>	<b>2032</b>	299	592	234	289	674	504	191	842	736	932	1100	147	864	519	502	1236	796	1736	109	187	495	344	197	700	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to 'GB Energy'. Do you think you would be more likely to...

[Asked to a random half of the sample; n=1060]

Stick with my current energy supplier	<b>25</b>	39	13	12	40	38	13	9	19	33	26	24	12	20	25	38	24	26	24	18	31	25	25	20	25
Switch my energy supplier to GB Energy	<b>31</b>	17	47	40	18	18	52	32	38	24	36	27	40	32	35	20	33	28	31	33	31	36	30	33	27
Don't know	<b>44</b>	44	40	48	42	44	35	58	43	43	39	50	48	48	39	42	43	46	45	50	38	39	45	47	47

Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to a publicly owned energy company. Do you think you would be more likely to...

[Asked to a random half of the sample; n=972]

Stick with my current energy supplier	<b>27</b>	50	16	18	32	39	10	24	21	33	27	26	19	23	26	38	23	31	27	22	21	28	30	40	22
Switch my energy supplier to a publicly owned energy company	<b>36</b>	17	48	50	20	24	54	44	48	26	39	33	37	40	32	29	40	30	35	37	42	35	39	38	32
Don't know	<b>38</b>	33	36	32	49	37	36	32	31	41	34	41	44	37	42	33	37	39	38	41	37	38	32	22	46

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2032 GB Adults  
Fieldwork: 23rd - 24th July 2024

	Split			Gross household income							
	Total	Saw 'GB Energy'	Did not see 'GB Energy'	Under £20,000	£20,000 to £29,999 per year	£30,000 to £39,999 per year	£40,000 to £49,999 per year	£50,000 to £59,999 per year	£60,000 to £69,999 per year	£70,000 to £99,999 per year	£100,000 and over
<b>Weighted Sample</b>	<b>2032</b>	1089	943	327	258	238	174	118	107	181	111
<b>Unweighted Sample</b>	<b>2032</b>	1060	972	316	268	248	176	135	119	184	110
	%	%	%	%	%	%	%	%	%	%	%

Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to 'GB Energy'. Do you think you would be more likely to...

[Asked to a random half of the sample; n=1060]

Stick with my current energy supplier	<b>25</b>	25	0	27	28	26	23	31	16	17	17
Switch my energy supplier to GB Energy	<b>31</b>	31	0	33	24	31	36	42	40	39	34
Don't know	<b>44</b>	44	0	40	48	43	42	27	43	44	50

Imagine that you had a choice between keeping with your current chosen energy supplier or switching your energy supplier to a publicly owned energy company. Do you think you would be more likely to...

[Asked to a random half of the sample; n=972]

Stick with my current energy supplier	<b>27</b>	0	27	29	26	28	24	33	20	24	24
Switch my energy supplier to a publicly owned energy company	<b>36</b>	0	36	32	40	38	38	37	47	41	52
Don't know	<b>38</b>	0	38	38	34	34	38	30	32	36	24

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.